

PYA's ALTA Best Practices Presentations

At PYA, one of our objectives is to provide relevant, practical, and educational workshops that help title agents with implementation of ALTA Best Practices and certification. We present an array of topics to match time slots ranging from one hour to a full day of customized training. Each presentation has time allotted at the end for questions.

ONE-HOUR SESSIONS

- 1.1 **TRAINING:
THE THIRD RAIL – ELECTRIFY YOUR
TRAINING PROGRAM**
- 1.2 **NPI RISK ASSESSMENT MADE EASY:
HOW TO COMPLETE, DOCUMENT,
AND TEST**
- 1.3 **GET YOUR QUESTIONS ANSWERED
ABOUT BEST PRACTICES FROM AN
EXPERT**
- 1.4 **BACK TO THE BEST PRACTICES:
WHERE ARE LENDERS ON BEST
PRACTICES YESTERDAY, TODAY, AND
IN THE FUTURE?**

TWO-HOUR SESSIONS

- 2.1 **VIEW FROM THE INSIDE:
TOP 10 OBSERVATIONS OF AN
EXPERT FROM INSIDE A CPA FIRM
CONDUCTING BEST PRACTICES
ASSESSMENTS**
- 2.2 **REALTOR AWARENESS:
FRAUD IN CYBERSPACE – THE
LOCKBOX PROVIDES NO SECURITY
IF YOU GIVE THE THIEF THE
LOCKBOX KEY.**
- 2.3 **DATA BREACH RESPONSE:
DO I CLIP TO THE BLUE WIRE FIRST...OR...IS IT THE RED ONE???**



ONE-HOUR SESSIONS

1.1

TRAINING: THE THIRD RAIL – ELECTRIFY YOUR TRAINING PROGRAM

Who do you train? On what topics should you train? When do you find time for training? When it comes to Best Practices, effective employee training should not take a “back seat.” This presentation will provide information about some of the most effective training PYA has seen in certifying title companies across the nation. It will cover:

1. Training for employees—including top management and IT—on escrow accounting, NPI, cybersecurity, and consumer complaints.
2. Social engineering—think before you post, click, or tweet.
3. Phishing—is your email or phone “on the hook?”
4. Testing your employees on your training and how to do so.

1.2

NPI RISK ASSESSMENT MADE EASY: HOW TO COMPLETE, DOCUMENT, AND TEST

Take a deeper dive into one of the common gaps found within Pillar 3: the Non-Personal Information (NPI) Risk Assessment. PYA will answer what is required under Best Practices to document the NPI Risk Assessment and how testing is conducted. This seemingly challenging requirement will be broken down and simplified, with insights into which key controls should show up on the risk assessment.

At the end of this presentation, PYA will provide a signup sheet where participants can receive an electronic version of a risk assessment template PYA developed to help title companies maintain proper documentation.

1.3

GET YOUR QUESTIONS ANSWERED ABOUT BEST PRACTICES FROM AN EXPERT

Are you asking the right questions? Are you asking the right people?

Get answers to your Best Practices questions from experts who are helping title companies all over the United States. This presentation is a question-and-answer forum where you can ask the hard questions. You will learn from the panel as well as other forum members. You are not alone in this ever-changing regulatory environment. We are all in this together, so raise your hand. You’ve got questions; we’ve got answers!

1.4

BACK TO THE BEST PRACTICES: WHERE ARE LENDERS ON BEST PRACTICES YESTERDAY, TODAY, AND IN THE FUTURE?

For this presentation, PYA analyzed ALTA’s listing of various lending institutions that are issuing letters to their title and settlement vendors requiring some level of proof of adherence to ALTA Best Practices guidelines.

We have reviewed these letters and summarized our general observations and comments, which cover the following:

- How big/influential are these lenders?
- How much time did they give title professionals to comply?
- What are lenders actually requiring?
- Where are these lenders located, and how many states does each lender cover?
- Does the issuance of new letters provide insight into a trend in geographic expansion of Best Practices adoption?
- What can we expect this coming year?





TWO-HOUR SESSIONS

2.1

VIEW FROM THE INSIDE: TOP 10 OBSERVATIONS OF AN EXPERT FROM INSIDE A CPA FIRM CONDUCTING BEST PRACTICES ASSESSMENTS

This presentation covers 10 different issues and provides straightforward explanations from the perspective of a 35-year title industry veteran who has first-hand experience with how CPAs provide solutions to problems title agents face.

The presentation begins by discussing the confusion surrounding inconsistent lender demands and title agents' unfamiliarity with technical CPA lingo required to make a proper solution selection. Next, we discuss the pros and cons of various options from which title professionals can choose, with details about the timing, lender acceptability, and relative costs required for each option. Lastly, we discuss the mistakes that we see title agents routinely make in the preparation of their Policies and Procedures manuals and procedure implementation, and while undergoing actual independent third-party assessment that tests for compliance.

By the end, we will be ready to discuss the commonly encountered questions:

- How can I be assured I am ready for an assessment?
- What will I be required to submit in advance, and when?
- How long will it take? What happens if I fail a pillar?
- What will I receive if I pass?
- How likely is it that my lender will accept the assessment?
- How much will it cost?

2.2

REALTOR AWARENESS: FRAUD IN CYBERSPACE – THE LOCKBOX PROVIDES NO SECURITY IF YOU GIVE THE THIEF THE LOCKBOX KEY

This presentation is designed to help title agents educate their realtor and lender clients about the inevitability of cyber fraud. Realtors routinely conduct business with unknown parties who initiate contact via e-mail, phone, or text. Hackers have developed a variety of simple methods that effectively mask the identity of fraudulent impersonators. Realtors may unknowingly give hackers access to the “lockbox” of their customers’ transactional data, thereby facilitating fraudulent conduct. The first part of this presentation demonstrates a number of commonplace tricks employed to mislead realtors, cites several examples of recent realtor liability lawsuits, and provides simple strategies to thwart hackers.

The second portion utilizes a number of realtor and regulatory agency resources to encourage internal staff training. A number of readily available internet videos about hacks—how they occur and can be prevented—will be viewed and discussed.

2.3

DATA BREACH RESPONSE: DO I CLIP TO THE BLUE WIRE FIRST...OR...IS IT THE RED ONE???

The steps you take in the first **four hours** after a data breach can be crucial to recovering your lost funds, restoring your encrypted data, and resuming your business operations. You don't have time to Google “what to do” when a breach occurs. Having a plan, with a set of detailed steps to implement, will (at least partially) ease your anxiety if you are the one forced to “clip the blue wire.”

The initial part of this session will provide insight into how easy it is to hack your system. The balance of the program will focus on discussing the costs, time commitments, and *business altering consequences* that can occur immediately after a breach, and the elements necessary to develop an effective post-breach plan.

